

What is claimed is:

1. A market research system comprising:

a search signal generating section that generates a search signal using a keyword contained in merchandise information on merchandise subject to market research requested from a seller;

a search signal distribution section that distributes the search signal to a reply apparatus provided with a personal profile with which various keywords and evaluation values corresponding to the keywords are registered, the evaluation values learned in advance based on a preference of a consumer; and

a reply signal processing section that receives from said reply apparatus a reply signal obtained from an evaluation value in the personal profile corresponding to the keyword contained in the search signal.

2. The market research system according to claim 1, wherein with the personal profile are registered the evaluation values corresponding to the keywords contained in the merchandise information distributed from a merchandise information server that distributes the merchandise information according to a request from the consumer;

said merchandise information server distributes the merchandise information from a merchandise information storage section with which the merchandise information presented by the seller is registered; and

said search signal generating section fetches the merchandise information on the merchandise subject to the market research from said merchandise information storage section to generate the search signal.

5 3. The market research system according to claim 1, wherein when the market research is requested from the seller, an ability to pay for the research of the seller is confirmed.

10 4. The market research system according to claim 1, wherein the search signal and the reply signal are encrypted before being transmitted to respective destinations.

5. The market research system according to claim 1, further comprising:

15 a merchandise information reliability survey section that operates when a merchandise order containing a consumer ID, a merchandise ID and a seller ID is received, while making said search signal generating section generate the search signal using the keyword contained
20 in the merchandise information corresponding to the merchandise ID, further making said search signal distribution section distribute the search signal to said reply apparatus provided with the personal profile of the consumer designated by the consumer ID, and
25 transferring the reply signal returned in response to the search signal to the seller designated by the seller ID.

6. The market research system according to claim 1, wherein said reply apparatus provided with the personal profile is a consumer terminal for the consumer to place an order for the merchandise.

5 7. The market research system according to claim 6, wherein said system queries the consumer whether the personal profile is available, and when the consumer allows the personal profile to be utilized, fetches the personal profile from said consumer terminal to provide
10 to a seller that desires the personal profile.

8. The market research system according to claim 1, wherein said reply apparatus provided with the personal profile is provided in an information providing server having a function as a merchandise information server
15 that distributes the merchandise information according to a request from the consumer.

9. A merchandise information evaluation system comprising:

a search signal generating section that generates
20 a search signal using a keyword contained in merchandise information provided by a seller;

a search signal distribution section that distributes the search signal to a reply apparatus provided with a personal profile with which various
25 keywords and evaluation values corresponding to the keywords are registered, the evaluation values learned in advance based on a preference of a consumer;

a reply signal processing section that receives from said reply apparatus a reply signal obtained from an evaluation value in the personal profile corresponding to the keyword contained in the search signal; and

5 a merchandise information reliability survey section that operates when a merchandise order containing a consumer ID, a merchandise ID and a seller ID is received, while making said search signal generating section generate the search signal using the keyword contained
10 in the merchandise information corresponding to the merchandise ID, further making said search signal distribution section distribute the search signal to said reply apparatus provided with the personal profile of the consumer designated by the consumer ID, and
15 transferring the reply signal returned in response to the search signal to the seller designated by the seller ID.

10. The market information evaluation system according to claim 9, wherein with the personal profile are
20 registered the evaluation values corresponding to the keywords contained in the merchandise information distributed from a merchandise information server that distributes the merchandise information according to a request from the consumer;

25 said merchandise information server distributes the merchandise information from a merchandise information storage section with which the merchandise information

presented by the seller is registered; and

said search signal generating section fetches the merchandise information on the merchandise corresponding to the merchandise ID from said merchandise information storage section to generate the search signal.

11. The merchandise information evaluation system according claim 9, wherein said reply apparatus provided with the personal profile is a consumer terminal for the consumer to place an order for the merchandise.

12. The merchandises information evaluation system according to claim 11, wherein said system queries the consumer whether the personal profile is available, and when the consumer allows the personal profile to be utilized, fetches the personal profile from said consumer terminal to provide to a seller that desires the personal profile.

13. The merchandise information evaluation system according to claim 9, wherein said reply apparatus provided with the personal profile is provided in an information providing server having a function as a merchandise information server that distributes the merchandise information according to a request from the consumer.

14. A consumer terminal that functions as said reply apparatus to which the search signal is distributed from said market research system according to claim 1, comprising:

a storage section that stores the personal profile with which various keywords and evaluation values corresponding to the keywords are registered, the keywords contained in the merchandise information distributed from a merchandise information server that distributes the merchandise information according to a request from the consumer, the evaluation values learned in advance based on the preference of the consumer;

a search signal receiving section that receives the search signal from said market research system;

a reply signal calculating section that calculates the reply signal from an evaluation value in the personal profile corresponding to the keyword contained in the search signal; and

a reply signal returning section that returns the reply signal to said reply signal processing section in said market research system.

15. A consumer terminal that functions as said reply apparatus to which the search signal is distributed from said merchandise information evaluation system according to claim 9, comprising:

a storage section that stores the personal profile with which various keywords and evaluation values corresponding to the keywords are registered, the keywords contained in the merchandise information distributed from a merchandise information server that distributes the merchandise information according to a

request from a consumer, the evaluation values learned in advance based on the preference of the consumer;

a search signal receiving section that receives the search signal from said market research system;

5 a reply signal calculating section that calculates the reply signal from an evaluation value in the personal profile corresponding to the keyword contained in the search signal; and

10 a reply signal returning section that returns the reply signal to said reply signal processing section in said market research system.

16. A market research system comprising:

15 a market research ordering section that places an order for market research while designating merchandise to be researched;

a search signal generating section that generates a search signal using a keyword contained in merchandise information on the merchandise subject to the market research;

20 a search signal distribution section that distributes the search signal to a reply apparatus provided with a personal profile with which various keywords and evaluation values corresponding to the keywords are registered, the evaluation values learned in advance based on a preference of a consumer;

a reply signal processing section that receives from said reply apparatus a reply signal obtained from an

evaluation value in the personal profile corresponding to the keyword contained in the search signal; and

a market research receiving section that receives a market research result obtained from the reply signal.

5 17. The market research system according to claim 16, further comprising:

a merchandise information server that distributes the merchandise information from a merchandise information storage section with which the merchandise information presented by a seller is registered,
10 wherein with the personal profile are registered the evaluation values corresponding to keywords contained in the merchandise information distributed from said merchandise information server, and said search signal
15 generating section fetches the merchandise information on the merchandise subject to the market research to generate the search signal.

18. A merchandise information evaluation system comprising:

20 a search signal generating section that generates a search signal using a keyword contained in merchandise information provided by a seller;

a search signal distribution section that distributes the search signal to a reply apparatus
25 provided with a personal profile with which various keywords and evaluation values corresponding to the keywords are registered, the evaluation values learned

in advance based on a preference of a consumer;

a reply signal processing section that receives from said reply apparatus a reply signal obtained from an evaluation value in the personal profile corresponding to the keyword contained in the search signal;

a merchandise information reliability survey section that operates when a merchandise order containing a consumer ID, a merchandise ID and a seller ID is received, while making said search signal generating section generate the search signal using the keyword contained in the merchandise information corresponding to the merchandise ID, further making said search signal distribution section distribute the search signal to said reply apparatus provided with the personal profile of the consumer designated by the consumer ID, and transferring the reply signal returned in response to the search signal to the seller designated by the seller ID; and

a reply signal receiving section that receives the reply signal from said merchandise information reliability survey section.

19. The merchandise information evaluation system according to claim 18, further comprising:

a merchandise information server that distributes the merchandise information from a merchandise information storage section with which the merchandise information presented by the seller is registered,

wherein with the personal profile are registered the evaluation values corresponding to keywords contained in the merchandise information distributed from said merchandise information server, and said search signal
5 generating section fetches the merchandise information on the merchandise subject to market research to generate the search signal.

20. A market research method comprising the steps of:
generating a search signal using a keyword contained
10 in merchandise information on merchandise subject to market research requested from a seller;

distributing the search signal to a reply apparatus provided with a personal profile with which various keywords and evaluation values corresponding to the
15 keywords are registered, the evaluation values learned in advance based on a preference of a consumer; and

receiving from said reply apparatus a reply signal obtained from an evaluation value in the personal profile corresponding to the keyword contained in the search
20 signal.

21. The market research method according to claim 20, wherein said reply apparatus provided with the personal profile is a consumer terminal for the consumer to place an order for the merchandise.

25 22. The market research method according to claim 20, wherein said reply apparatus provided with the personal profile is provided in an information providing server

having a function as a merchandise information server that distributes the merchandise information according to a request from the consumer.

23. A merchandise information evaluation method
5 comprising the steps of:

receiving a merchandise order containing a consumer ID, a merchandise ID and a seller ID;

generating a search signal using a keyword contained
in merchandise information corresponding to the
10 merchandise ID;

distributing the search signal to a reply apparatus provided with a personal profile with which various keywords and evaluation values corresponding to the keywords are registered, the evaluation values learned
15 in advance based on a preference of a consumer corresponding to the consumer ID;

receiving from said reply apparatus a reply signal obtained from an evaluation value in the personal profile corresponding to the keyword contained in the search
20 signal; and

transferring the reply signal to a seller designated by the seller ID.

24. The merchandise information evaluation method according claim 23, wherein said reply apparatus provided
25 with the personal profile is a consumer terminal for the consumer to place an order for the merchandise.

25. The merchandise information evaluation method

according to claim 23, wherein said reply apparatus provided with the personal profile is provided in an information providing server having a function as a merchandise information server that distributes the merchandise information according to a request from the consumer.

26. An e-commerce system comprising said market research system according to claim 1.

27. An e-commerce system comprising:

10 said market research system according to claim 1;
and

 a consumer terminal that functions as said reply apparatus to which the search signal is distributed from said market research system,

15 wherein said consumer terminal having:

 a storage section that stores the personal profile with which various keywords and evaluation values corresponding to the keywords are registered, the keywords contained in the merchandise information distributed from a merchandise information server that distributes the merchandise information according to a request from the consumer, the evaluation values learned in advance based on the preference of the consumer;

25 a search signal receiving section that receives the search signal from said market research system;

 a reply signal calculating section that calculates the reply signal from an evaluation value in the personal

profile corresponding to the keyword contained in the search signal; and

5 a reply signal returning section that returns the reply signal to said reply signal processing section in said market research system.

28. An e-commerce system comprising said merchandise information evaluation system according to claim 9.

29. An e-commerce system comprising:

10 said merchandise information evaluation system according to claim 9; and

a consumer terminal that functions as said reply apparatus to which the search signal is distributed from said merchandise information evaluation system,

wherein said consumer terminal having:

15 a storage section that stores the personal profile with which various keywords and evaluation values corresponding to the keywords are registered, the keywords contained in the merchandise information distributed from a merchandise information server that
20 distributes the merchandise information according to a request from a consumer, the evaluation values learned in advance based on the preference of the consumer;

a search signal receiving section that receives the search signal from said merchandise information
25 evaluation system;

a reply signal calculating section that calculates the reply signal from an evaluation value in the personal

profile corresponding to the keyword contained in the search signal; and

a reply signal returning section that returns the reply signal to said reply signal processing section in said merchandise information evaluation system.

30. An e-commerce method comprising said market research method according to claim 20.

31. An e-commerce method comprising said merchandise information evaluation method according to claim 23.